

IndusInd Bank unveils New Advertising Campaign featuring Ranvir Shorey

Mumbai, December 23, 2010: IndusInd Bank is unveiling its new advertising campaign, a series of three ads to communicate new services like ATM denomination selection, 365 days banking and cheque images along with statement of account. The ad campaign is all set to go on air on 24th of December and all three ads will have popular Bollywood celebrity, Ranvir Shorey as the main character.

The three new Ads have been directed by Rohan Sippy, the well known director of Kuch Naa Kaho and Bluffmaster fame. The ad campaign is aimed at tickling hearts (and minds) of viewers to establish the brand and its superior customer-centric services in a humorous, fresh and lively manner.

The three service propositions have been named as – ATM denomination selection service is called ‘Choice Money ATM’, Cheque images along with Statement of Account is called ‘Check On Cheque’ and the 365 day banking service is called ‘Open 365 Days’.

The advertising campaign will feature a series of three TV commercials targeting customers spread across different age groups and genders. The ads seek to convey to customers the Bank’s focus on being responsive to what they need and how best to serve them.

Mr. Sumant Kathpalia, Head- Consumer Banking, IndusInd Bank said, “Through this ad campaign we are taking our ‘responsiveness’ theme to customers and reinforcing our commitment to give best-of-class services in the industry. ATM denomination selection and Cheque images along with statement of account are unique features and we are the first bank in India to offer these. These new services are focused on client needs and are an outcome of extensive customer research. All ads, in addition to the humour, are giving the core message of IndusInd Bank’s commitment to provide a world-class banking experience.”

All the three TV commercials have Ranvir Shorey playing lead roles and communicating the services in a humorous manner. In the ‘Choice Money ATM’ film he plays a Groom (Dulha) dressed in a traditional sherwani enjoying his wedding procession. In the ‘Check On Cheque’ film Ranvir plays a 30 something individual hosting a brunch party at his home and how he engages with one of the guests. In the ‘Open 365 Days’ banking film, we find him in various situations effected by Bank holidays. Each of these films deliver the service messages in a very interesting and disruptive manner.

IndusInd Bank has been aggressively building its brands and has undertaken a number of initiatives to increase the brand recall as well as enhance the visibility quotient. IndusInd Bank had launched its first ever mass media campaign in May-June 2009 and since then it has been consistent in communication through television, radio, outdoor and print advertising.

Mr. Mohit Ganju, Head – Marketing, IndusInd Bank said, “This Ad campaign has been built using strong characters played by Ranvir Shorey and interesting situations to deliver the new service messages. The choice of casting and humour will definitely help us break the clutter and create some disruptive communication. We had chosen Rohan Sippy to direct the ad films and he has done full justice to the endeavour. Ranvir Shorey really got into the characters and did a great job. IndusInd Bank as a brand will get more recall & mileage from this ad campaign”

RK Swamy BBDO, New Delhi is the creative agency for the campaign. The campaign has been conceptualised and scripted by Ankur Suman, Creative Group Head under the overall supervision of PS Mann, Creative Director, RK Swamy. The films have been produced by FilmFarm, Mumbai.

The Bank plans to take a 360 degree integrated marketing approach to propagate the service messages. TV, OOH, Radio, Digital & Cinema are integral part of this multimedia Ad campaign. The campaign is slated to roll for more than 4 months. Media Direction is the media agency for this ad campaign. Estimated media spend for the campaign is around Rs. 12 crore.

About IndusInd Bank

IndusInd Bank, which commenced its operations in 1994, caters to the needs of both consumer and corporate customers. It has a robust technology platform supporting multi-channel delivery capabilities.

The Bank believes in driving its business through technology. It has multi-lateral tie-ups with other banks providing access to their ATMs for its customers. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and three major commodity exchanges in the country - MCX, NCDEX, and NMCE. It also offers DP facilities for stock and commodity segments. The Bank has been bestowed with the mandate of being a Settlement Banker for six tea auction centres.

In a pioneering initiative in 'Green Banking' project, the Bank opened its first solar-power ATM in Maharashtra.

The Bank received a series of accolades commencing with the prestigious 'Technology Bank of the Year-2009' award in the private and foreign bank category from the Indian Banks' Association (IBA). It has also been recognized as the Bank with the Best Performance in Credit Quality at the FE Best Banks Awards.

Recently, CRISIL has reaffirmed its P1+ rating of IndusInd Bank's fixed deposits and certificates of deposit program. Credit rating agency ICRA Ltd. has upgraded Lower Tier II Bonds rating of the Bank to LAA- (pronounced L double A minus) rating with stable outlook from LA+ (pronounced L A plus) rating with stable outlook. ICRA has also upgraded the Upper Tier II Bonds rating of IBL to LA+ rating with stable outlook from LA (pronounced L A) rating with stable outlook.

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